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4/25/88

APRIL 25, 1988

CableVision

INFORMATION AND ANALYSIS FOR CABLE TELEVISION MANAGEMENT

UNITED: TAPES 'R US

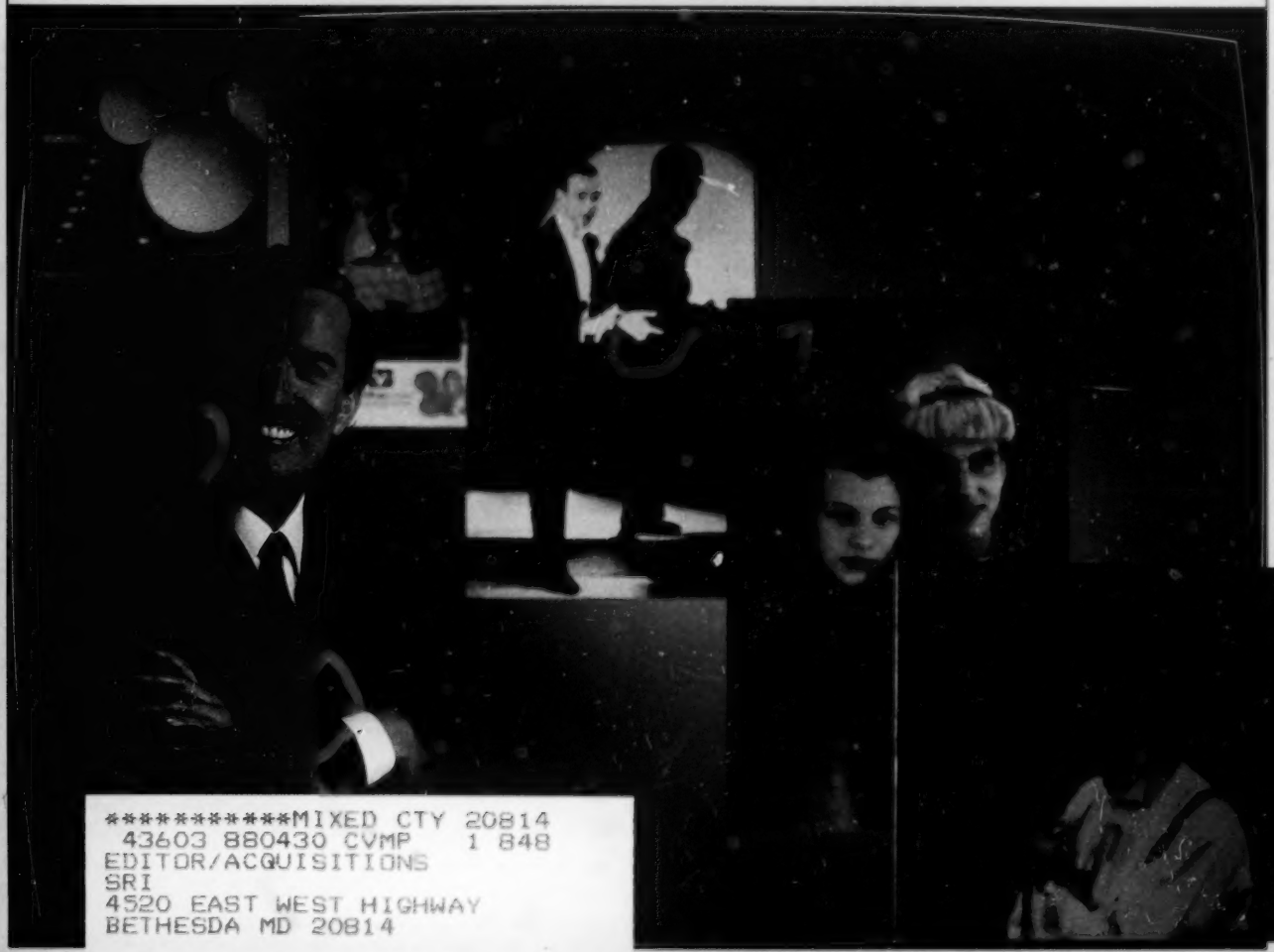
GTE WINS CERRITOS APPROVAL

STEAMING AHEAD IN SEATTLE

'THE CRASH NEVER HAPPENED'

REVISITING FORTNIGHTLY

DARING-DO AT DISNEY: COOKE'S AMBITIOUS STRATEGY



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FRONT LINE

An upbeat CAB 12
Standing room only crowds gathered last week in New York for the Cabletelevision Advertising Bureau convention, where executive were urged to build on the industry's advertising momentum.

Cerritos gets a go-ahead 16
In a decision decried by the National Cable Television Association, the Federal Communications Commission approves a novel test by GTE of voice, video and data over a cable system it will help finance.

NAB struts its stuff 20
Amid frenzied back-patting, the National Association of Broadcasters holds its annual convention in Las Vegas to recount legislative victories and to plot strategy for the coming of high-definition television. From its vantage point, the business looks good.

The politics of TV 20
The hordes of congressmen attending the NAB show are sympathetic to broadcasters, but make clear they aren't willing to advance the NAB legislative agenda until the fairness doctrine dispute is resolved.

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NCTA SHOW ADVANCE

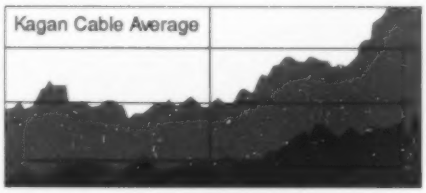
Looking at L.A. 46
Blue sky abounded the last time the NCTA convention was held on the Left Coast, with hype and glitz the order of the day. On the eve of cable's return to Los Angeles, we look back at those times and ahead to what's in store.

FORUM

Fortnightly revisited 50
There are few examples of seminal events shaping the course of an entire industry that compare with the Fortnightly case. Graybeards will remember cable's dark days preceding the case and relish the stunning Supreme Court victory allowing retransmission of broadcast signals. For the young Turks running the business nowadays, it's a 20-year-old case worth reviewing. Washington attorney Jack Cole recreates the drama.

SYSTEM PROFILE

Steaming ahead in Seattle 54
Sticking to your knitting is advice that often bears fruit, and for Viacom and TCI, doing the fundamental things well is paying off with markedly higher penetration figures and an elevated standing in the community.



BUSINESS AND FINANCE

'The crash never happened' 60
While other sectors of the economy still are struggling to recover from the stock market crash, cable shrugged off the disaster with ease. System prices continue to advance and the bullish fervor is leading executives to contemplate some bold moves.

United: Tapes 'R Us 66
United Cable Television leaps into home video in a $12.25 million deal with Blockbuster Video in which the MSO will open 100 tape rental stores.

Disney Channel President John Cooke

COVER STORY

The daring of Disney 24
Interview 28
Five years ago it launched as a boutique network, heavy on classic cartoons and appealing to a narrow audience. Today the Disney Channel is repositioning itself for broader appeal, committed to an ambitious foray into original productions, including a deal with NBC. It's no longer a Mickey Mouse network.

De lin BETWEEN THE LINES

White papers and slogans won't protect broadcasting

For the better part of what could be called the modern age of television, John Summers worked to represent the interests of commercial broadcasters in Washington, rising in the ranks of the National Association of Broadcasters to become its No. 2 executive before going off recently to a well-deserved retirement. Perhaps the last of his many achievements during a 20-year career at NAB was holding together a strife-torn coalition of broadcast interests so that the post-*Quincy* must-carry compromise could be worked out.

He was and is a consummate political operative, a term not meant derogatively, learning his trade under Vince Wasilewski, NAB's legendary president, and then as tutor to Eddie Fritts after he stormed out of Mississippi to take over the association.

But now Summers is being called out of retirement by NAB to author a white paper which, Fritts says, compares American broadcasting with that in other countries and concludes that "ours is a national resource worth protecting and preserving."

Perhaps this simply is excessive hyperbole by Fritts. More likely it is another example of the NAB's myopic view as described by Rep. John Bryant, D-Tex., who is urging broadcasters to "get off that ideological binge."

Commercial broadcasting is hardly a doddering relic. It remains a hugely profitable industry commanding the lion's share of viewing. It certainly is not the Grand Canyon, a true national resource worth protecting and preserving.

Apparently to buttress the recommendations of Summer's white paper, the NAB is considering an aggressive marketing effort aimed at impressing Congress of the need to protect broadcasting and advancing the concept of free, over-the-air television. Perhaps it would even come with a catchy jingle, such as "Free TV for You and Me."

Let's not kid ourselves. What the NAB hopes to protect and preserve is its competitive posture *vis a vis* other television delivery systems, notably cable. And if, along the way, such efforts stave off the threat of spectrum fees and other tax initiatives, so much the better.

It is doubtful that Congress will buy any of this. That body is equipped with 20/20 vision when it comes to spotting attempts by entrenched interests hoping to gain a regulatory leg up on the competition. The one broadcasting issue that is squarely in Congress' eyesight now is the fairness doctrine, and no amount of white papers or glitzy marketing efforts can tap dance around that.

The National Cable Television Association, by contrast, is regarded as a more straight forward organization that makes no bones about its mission, which is to protect and advance the business interests of the industry. It's not known for wrapping itself in the flag or setting out on missions to protect national treasures.

When it spots a competitive threat it leaps into the fray, fangs bared. An example of this is the NCTA's tirade against the decision by the Federal Communications Commission to allow GTE to begin a testbed in Cerritos, Calif., of voice, video and data services over a cable system it will help finance.

Let's not kid ourselves here, either. The NCTA's attack on the FCC's "preposterous" Cerritos decision is simply another entrenched interest fighting to maintain its regulatory advantage, in this case the cable/telephone cross-ownership rules. But somehow NCTA's *modus operandi* seems more palatable. At least you know where it's coming from.

—Steve Tuttle
Editor and Associate Publisher

CableVision

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April 25, 1988
Volume 12, Number 42

ITCI
INTERNATIONAL THOMSON COMMUNICATIONS INC

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CableVision (USPC 547-410) (ISSN 0361-8374) is published biweekly by International Thomson Communications Inc., 600 Grant Street, Suite 600, Denver, Colorado 80203 -or- P.O. Box 5208-TA, Denver, CO 80217. April 25, 1988, Volume 12, Number 42. Subscription price: 1 year, $46.00; 2 years, $82.80. Outside USA 1 yr.-$124, 2 yr.-$205, 3 yr.-$274. PREPAYMENT IN U.S. FUNDS ONLY! Second-class postage paid at Cleveland, Ohio and additional mailing offices. POSTMASTER: Please send address changes to, *CableVision*, 600 Grant St., Suite 600, Denver, Colorado 80203.

ABP BPA

What's on the Pays/May

Cinemax

New Movies

Title	MPAA Rating	Distributor
An Officer and a Gentleman	R	Paramount
Beginner's Luck*	R	New World
The Boss's Wife*	R	Tri-Star
Brighton Beach Memoirs	PG13	Universal
Buffalo Bill	NR	20th Century-Fox
Bullies	R	Universal
Bus Stop	NR	20th Century-Fox
Caged Heat	R	Viacom
Call of the Wild (B&W)	NR	20th Century-Fox
Captain Pirate*	NR	Columbia
The Color Purple*	PG13	Warner Bros.
The Collector*	NR	Columbia
The Concrete Jungle	R	Lorimar-Tele.
Creepshow 2*	R	New World
Death Before Dishonor*	R	New World
Deliverance	R	Warner Bros.
Demon of Paradise	R	Concorde
Desk Set	NR	20th Century-Fox
First Comes Courage*(B&W)	NR	Columbia
The First Nudie Musical	R	A.Greenfield
The Fly	NR	20th Century-Fox
Getting Physical	NR	Tri-Star
Girl Happy	NR	MGM/UA
Hard Ticket To Hawaii	R	Lorimar-Tele.
Harum Scarum	NR	MGM/UA
Heaven Can Wait	NR	20th Century-Fox
Homicidal*(B&W)	NR	Columbia
Knightriders	R	Hal Roach
The Lady in Question*(B&W)	NR	Columbia
Laura (B&W)	NR	20th Century-Fox
Lifeboat (B&W)	NR	20th Century-Fox
Love Me Tender	NR	20th Century-Fox
Lovesick	PG	Warner Bros.
The Man From Snowy River	PG	20th Century-Fox
Memories Never Die	NR	Universal
My Friend Flicka	NR	20th Century-Fox
A New Leaf	G	Paramount
Oh, Men! Oh, Women!	NR	20th Century-Fox
The Ox-Bow Incident (B&W)	NR	20th Century-Fox
The Proud Ones	NR	20th Century-Fox
Rebel	R	Vestron
The Return of the Fly (B&W)	NR	20th Century-Fox
Reveille With Beverly*	NR	Columbia
River's Edge*	R	Hemdale
Scene of the Crime	NR	Kino
Slammer Girls	R	Vestron
Song Without End*	NR	Columbia
Sons and Lovers (B&W)	NR	20th Century-Fox
Sorority House Massacre	R	Concorde
Speedway	G	MGM/UA
Space Rage	R	Vestron
Tarawa Beachhead* (B&W)	NR	Columbia
The Train Robbers	PG	Warner Bros.
Vendetta	R	Warner Bros.
A Villa in the Country	NR	Pandora
What's Up Doc?	G	Warner Bros.
Will Success Spoil Rock Hunter?	NR	20th Century-Fox

Original Programming/Specials

Cinemax Comedy Experiment:
Merrill Markoe's Guide to Glamourous Living

Highlights

Amazing Grace and Chuck	PG	Tri-Star
Burglar**	R	Warner Bros.
Ishtar	PG13	Columbia

Cinemax Comedy Experiment: Merrill
Markoe's Guide to Glamourous Living

Burglar

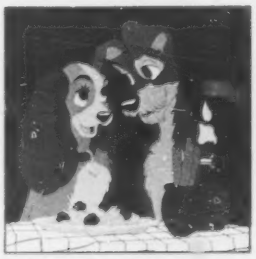
The Disney Channel

New Movies

The Aviator	PG	MGM/UA
Call Me Mister	NR	20th Century-Fox
Drums Along the Mohawk	NR	20th Century-Fox
Fluteman*	NR	Kodiak
Grand Baby*	NR	Rainbow TV Works
The Grapes of Wrath	NR	20th Century-Fox
Heathcliff: The Movie*	G	Clubhouse
Hey There, It's Yogi Bear*	G	Clubhouse
Jupiter's Darling	NR	MGM/UA
The Man From Snowy River	PG	20th Century-Fox
Miracle At Moreaux*	NR	Wonderworks
Mr. Rossi's Vacation*	NR	Italtoons
My Blue Heaven	NR	20th Century-Fox
My Darling Clementine	NR	20th Century-Fox
Peter and the Wolf and Other Tales	NR	LBS Communications
Ride a Northbound Horse*	G	Disney
A Shining Season	NR	Tri-Star Ent.
Something For the Birds	NR	20th Century-Fox
A Special Kind of Love	NR	Viacom
The Story of Alexander Graham Bell	NR	20th Century-Fox
The Ugly Dachshund*	NR	Disney
Young Mr. Lincoln	NR	20th Century-Fox

Original Programming/Specials

Henry Fonda: The Man and His Movies
Pontoffel Pock*
Rupert and the Frog Song*
The Swan Lake Story



Lady and the Tramp

Highlights

Lady and the Tramp*	Disney
Kaleidoscope Concert: Larry Groce*	Disney
Bud Greenspan's Summer Olympic Greats*	Cappy Productions
The First Olympics-Athens, 1986*	
Tri-Star Entertainment	
Everest: The Australian Challenge*	
Hal Roach	
Swiss Family Robinson*	20th Century-Fox
Big Bird in China*	
Children's Television Workshop	
Monkey's Go Home*	Disney
The Mind's Eye: The Experience of Living*	
Let the Balloon Go*	
Interplanetary Pictures	

Home Box Office

New Movies

The Adventures of Tom Sawyer*	NR	Nippon
Clinton and Nadine	NR	ITC Enter
Deadly Friend*	R	Warner Bros.
Eat and Run*	R	New World
Extreme Prejudice*	R	Tri-Star
'Gentle Giants of the Pacific'*	NR	Itel
Gospel According to Vic	PG13	Skouras
Hour of the Assassin	R	MGM/UA
Let's Get Hairy*	R	Tri-Star
Light of Day*	PG13	Taft/Barish
Malcolm	PG13	Vestron
Million Dollar Mystery	PG	De Laurentiis
The Mission*	PG	Warner Bros.
Moonlight	NR	Universal
The Mosquito Coast	PG	Warner Bros.
O.C. and Stiggs*	R	MGM/UA
Omega Syndrome*	R	New World
Open House	R	Intercont'l
The Phantom of the Opera	NR	D.L. Taffner
They Still Call Me...Bruce	PG	Hal Roach
Valet Girls	R	Vestron
Walk Like A Man*	PG	MGM/UA
Wimps	R	Vestron
The Wind	NR	Omega

Original Programming/Specials

Execution: Fourteen Days in May:
America Undercover
HBO Comedy Hour Live: Harry Shearer
History of Tennis
Tanner '88:Moonwalker and Bookbag
Women of the Night II

Highlights

Burglar**	R	Warner Bros.
Secret of My Success	PG13	Universal
A Tribute to Atlantic Records		

(**denotes duplicated and exclusive between Home Box Office and Cinemax)

The Movie Channel

New Movies

Bang the Drum Slowly	PG	Paramount
Cattle King	NR	MGM/UA
Cyclone	R	Cinetel Films
Deliverance	R	Warner Bros.
Fahrenheit 451	NR	Universal
Father's Little Dividend (B&W)	NR	MGM/UA
The Ghost and Mrs. Muir (B&W)	NR	20th Century-Fox
The Great Train Robbery	PG	MGM/UA
The Harlem Globetrotters on Gilligan's Island	NR	Universal
Harry and Son	PG	Orion
Heaven With A Gun	PG	MGM/UA
Hour of the Assassin	R	Turner
Hunter's Blood	R	New Horizons
Illegal (B&W)	NR	MGM/UA
Keefer	NR	Universal
Kismet	NR	MGM/UA
The Man in the Gray Flanner Suit	NR	20th Century-Fox
A New Leaf	G	Paramount
The Other Side of Hell	NR	Universal
Plymouth Adventure	NR	MGM/UA
The Prisoner of Zenda	NR	MGM/UA
Stripped To Kill	R	MGM/UA
Swimming to Cambodia	NR	Cinecom
Treasure of the Four Crowns	PG	Viacom
What's Up Doc?	G	Warner Bros.

Highlights

Allan Quatermain & The Lost City*	PG	Cannon
The Good Wife*	R	Atlantic
Malone*	R	Orion
My Demon Lover**	PG13	Universal
Outrageous Fortune**	R	Touchstone

Secret of My Success

The Secret of My Success	PG13	Universal

(**denotes duplicated and exclusive between Showtime and TMC)

Showtime

New Movies

36 Hours	NR	MGM/UA
Arabesque	NR	Universal
Banning	NR	Universal
The Cap	NR	Atlantis
From Noon Till Three	PG	MGM/UA
Huckleberry Finn	NR	Viacom
Institute For Revenge	NR	Universal
Jimmy the Kid	PG	Viacom
Lucas Tanner	NR	Universal
Lust For Life	NR	MGM/UA
Memories Never Die	NR	Universal
My Swedish Bombshell	NR	Multi Media
Outside Chance	NR	Viacom +
Rogue Cop (B&W)	NR	MGM/UA
The Secret of My Success	PG13	Universal
The Train Robbers	PG	Warner Bros.
Tucker and the Horse Thief	NR	Scholastic
Union Depot(B&W)	NR	MGM/UA
Wonderland	NR	Viacom

Original Programming/Specials

Celebrity Close-up
Fleetwood Mac: Tango in the Night
It's Garry Shandling's Show
Poison 'Time'
Showtime Comedy Club Network

Highlights

Outrageous Fortune

Campus Man*	PG	Paramount
Hanoi Hilton*	R	Cannon
My Demon Lover*	PG13	Universal
Outrageous Fortune*	R	Touchstone
Rebel Love*	R	Troma
Secret of My Success	PG13	Universal
Steele Justice*	R	Atlantic

Subscriber Count

Satellite national services

Basic services	Affiliates	Subscribers
ACTS Satellite Network	352	6,546,800
Alternate View Network	243	3,000,000
America's Value Network	1,557	6,000,000
Arts & Entertainment (A&E)	2,500	30,000,000
Black Entertainment Television (BET)	1,000	18,500,000
Cable News Network (CNN)	11,770	44,300,000
Cable Value Network	1500	18,400,000
CBN Cable Network	7,919	38,981,000
C-SPAN	2,900	37,300,000
C-SPAN II	490	14,200,000
Country Music Television	714	7,100,000
The Discovery Channel	2,700	29,400,000
ESPN	19,123	46,200,000
Eternal Word Television Network (EWTN)	427	9,000,000
The Fashion Channel	600	8,700,000
Financial News Network (FNN)	1,920	28,200,000
FNN/Score	1,150	19,800,000
FNN/TelShop	900	11,600,000
GalaVision	300	1,000,000
Headline News	3,725	30,124,000
Home Shopping Network	1,270	14,636,087
Home Shopping Network 2	295	5,112,658
The Inspirational Network (PTL)	930	10,300,000
International Television Network	56	7,868,900
The Learning Channel	930	11,100,000
Liberty Broadcasting Network	42	1,121,718
Lifetime	3,600	37,200,000
Mind Extension University	83	1,200,000
Movietime	60	4,000,000
MTV	4,590	39,400,000
The Nashville Network	6,954	38,994,000
National Jewish Television (NJTV)	295	6,800,000
Nick At Night	3,175	32,500,000
Nickelodeon	5,670	37,900,000
The Nostalgia Channel	185	2,500,000
QVC Network	810	11,200,000
Shop Television Network	60	3,000,000
Silent Network	380	10,000,000
Tempo Television	700	14,500,000
The Travel Channel	220	7,000,000
Trinity Broadcasting Network	523	7,037,000
USA Network	10,100	42,500,000
Video Hits One (VH-1)	1,715	24,700,000
Video Shopping Mall	600	14,000,000
The Weather Channel	3,100	31,600,000
WGN-TV	10,809	23,888,216
WOR-TV	2,293	9,657,482
WPIX-TV	617	8,875,212
WTBS-TV	12,664	43,414,000

Pay services		
American Exxxtasy	35	25,000
American Movie Classics	1,400	10,000,000
Bravo	350	1,300,000
Cinemax	3,650	5,100,000
The Disney Channel	4,300	3,810,000
Festival	N/A	N/A
Home Box Office (HBO)	6,700	15,900,000
The Movie Channel	3,250	2,600,000
The Playboy Channel	600	520,000
Showtime	3,200	5,700,000

Audio services		
Cable Radio Network	40	1,310,000
KKGO Super Jazz	16	131,832
Moody Bible Institute	62	935,528
Satellite Radio Network	237	483,000
Seeburg Lifestyle Music	142	2,576,838
Seeburg Lifestyle Adult Contemporary	26	854,390
Tempo Sound	107	1,250,000
WFMT Chicago	177	1,233,355

Text services		
AP News Cable	185	2,500,000
AP Business Plus	54	1,400,000
AP News Plus	75	2,100,000
Cable SportsTracker	40	875,328
DBC/MarketWatch	462	9,200,000
Electronic Program Guide (EPG)	321	6,494,395

Text services	Affiliates	Subscribers
EPG Jr.	161	152,178
EPG Prevue	N/A	N/A
Genesis Cable Storytime	39	1,550,000
Reuters News View	127	2,437,000
TV Decisions	177	7,000,000
X*Press Executive	350	4,000,000
X*Press Exchange	350	4,000,000

Non-satellite-fed national services

Bicycled services	Affiliates	Subscribers
Cable Video Entertainment	195	15,000,000
Fuji Network	3	12,000
Nippon Golden Network	3	13,000
Telaction	TBA	TBA
Vector Consumer News	5	200,000
Vector Consumer Shopping Guide	9	325,000

Regional entertainment services

Basic services	Affiliates	Subscribers
Atlanta Interfaith	7	180,000
Bay Area Religious Channel (BARC)	6	113,000
Buffalo Sabres Hockey	6	455,000
Cable TV Network of New Jersey	34	1,396,451
The Ecumenical Channel	9	170,000
KTVT	415	3,502,352
Life Newsvision	35	50,000
Madison Square Garden	105	2,200,000
Meadows Racing Network	14	600,000
News 12 Long Island	7	500,000
Prime Cable	8	344,350
Prime Ticket	55	2,300,000
SportsVision (Chicago)	48	1,200,000
The Sunshine Network	107	1,500,000

Pay services		
Home Sports Entertainment Houston/Dallas	181	645,815
Home Team Sports	114	719,000
New England Sports Network	160	217,884
PRISM-Philadelphia	87	422,329
Pro-Am Sports	140	301,000
SportsChannel (Florida)	10	470,000
SportsChannel (New England)	147	800,000
SportsChannel (New York)	94	1,100,000
Z Channel	17	80,000

Note: Figures for affiliate and subscriber counts will be updated quarterly unless information is provided by the service. Send information to: *CableVision*, Attention: Candace Drake, Cable Stats, 432 Park Avenue South, Suite 1109, New York, NY 10016.

N/A denotes information not available.

TBA denotes to be announced.

Announced services

Satellite-fed services	Expected launch
ATV/Advertising Television International Cablecasting's CD 8-Digital Music Network	2nd Quarter 1988
Kids Information Network	7/88
The Landscape Channel	5/88
Laugh TV	4th Quarter 1988
Main Street	2nd Quarter 1988
Telamerica Broadcast Network	4th Quarter 1988
Teleworld Network Television	2nd Quarter 1988
TNT	5/88
Visions Interface Satellite Network	10/88
Wingtips	7/88
	2nd Quarter '88